



The Luxury Market in Brazil: Market Opportunities and Potential

Claudio Diniz

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The luxury industry is dynamic, unique and truly global. Over the years, it has seen a fascinating development of rapid and significant growth in emerging markets. Emerging markets which have been a source of growth for leading luxury brands such as Louis Vuitton, Chanel, Cartier, Prada, and Gucci. Market data suggests that emerging markets will continue to be an attractive destination for foreign investment. There is, however, no guarantee of success. In a global context, it is critically important for luxury researchers and marketers to understand the dynamics of the Brazilian luxury market.

The Luxury Market in Brazil provides a holistic and practitioner approach to luxury marketing in Brazil. The book analyses the key challenges and opportunities facing luxury brands, while providing an insight into the skills and competencies to develop and implement effective luxury marketing strategies that are specific to the market in question. It can be assumed that there is no one-fit-all strategy for Brazil. Each market is truly unique and distinctive, and strategies will need to be adapted to these markets. The book explores this concept by offering both a research and management perspective of luxury marketing in Brazil.

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